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JAN 23 1938
U. S. Department of Agriculture

A field of Premier. Plants from this bed are strong and stocky.
This is our No. 2 Farm.

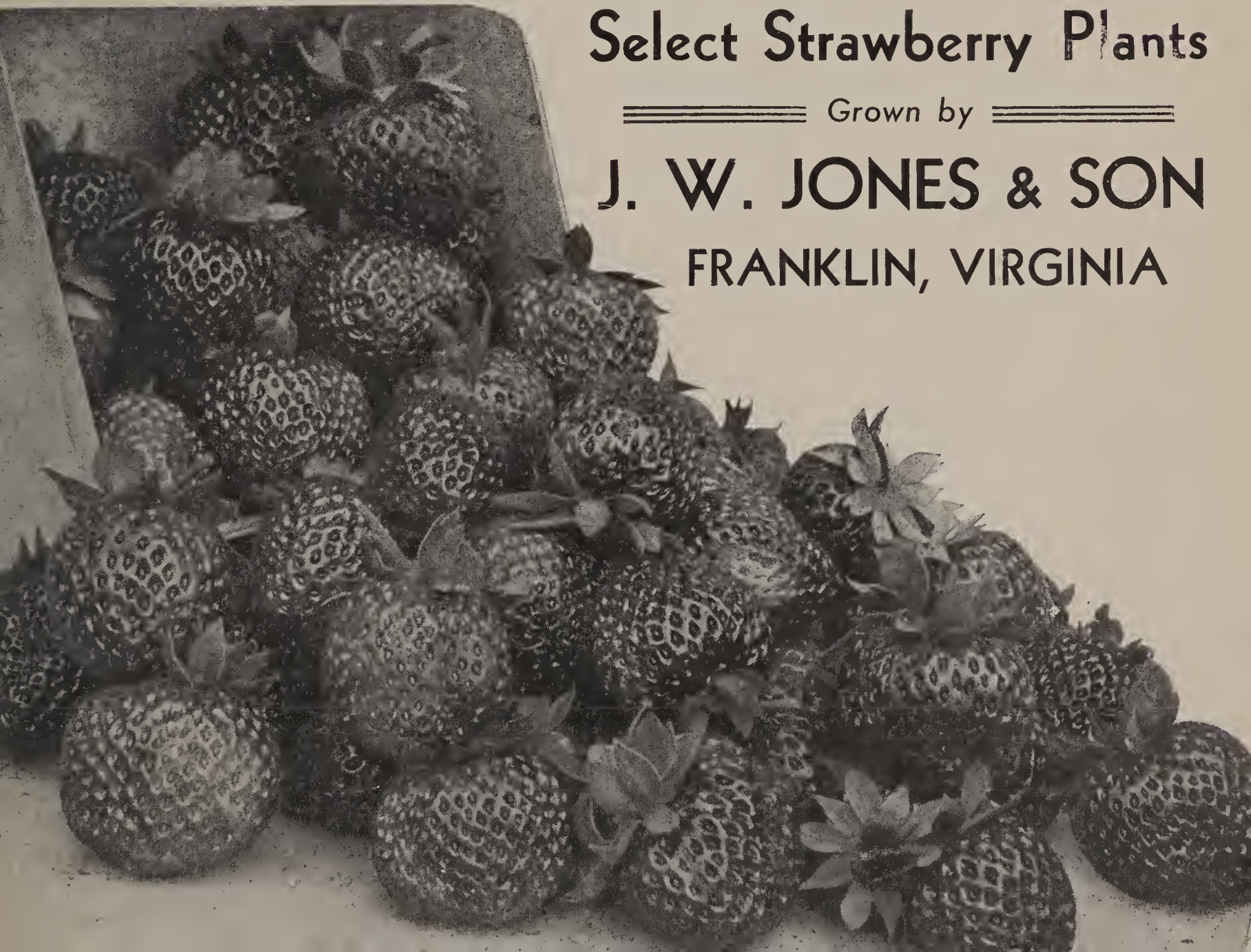
JONES' 1938 CATALOG OF

Select Strawberry Plants

===== Grown by =====

J. W. JONES & SON

FRANKLIN, VIRGINIA





A load of our plants at the Express Office here. Note the slatted crates. Plenty of air for crowns of Plants.

For thirty-seven years we have been selling strawberry plants by catalogue only, filling all orders with strictly fresh dug, true-to-name, high grade stock of our own growing. We can sometimes ship during January and February, depending on the severity of the winter, but after March first we are able to dig and ship daily until May first. After May first we can ship out a limited number of orders at purchaser's risk.

We will always replace anything that may reach you in bad condition, providing the transportation company has given it proper dispatch. If it has been too long on the road refuse to receive it. We will then refill your order and get our pay from the Express Company.

We would prefer Bank Draft or P. O. Money Order in payment of plants, for please remember that our terms are Cash with Order. We cannot undertake to do a credit business at the price at which our plants are sold. To serve you at the lowest cash price is, we believe very distinctly to your advantage. We will book your order and hold the plants a reasonable time awaiting your remittance.

All our plants are fresh dug, carefully cleaned, tied in bunches of 27 (counted as 25), labeled with wood labels, neatly packed in slatted crates, none of which are more than 12 inches deep, and all of which are 12 inches wide. A Certificate of Inspection accompanies each package. We have an absolutely clean bill of health.

Last year we were not quite able to fill all orders we received. That was a matter of sincere regret to us, but we had grown the biggest stock in our whole history, and had felt sure we would be able to supply all calls for plants.

For this season we have a larger stock than last year and do not see how it is possible for us to run short. We feel sure that we can supply all demands.

For 1938 our prices are about 10% lower than a year ago. This in spite of the fact that all costs in plant production are as high and some higher than last year. It has been our uniform policy over the years to supply the highest grade plants at the lowest possible price. This we are doing in 1938.

We appreciate your business. We will do our best to please you. We feel sure we can.

J. W. JONES & SON

Grow Strawberries

There is really a good deal of pleasure in growing beautiful strawberries. Still the man who really grows any quantity is interested in the possible profit.

It is our very honest belief that strawberries will return a good profit for a long period of time. Not every year, for of course there are bound to be "off years." Some years it will rain so little that quality and quantity are so low as to leave no margin of profit return. Other years will be so continuously rainy during the picking season that they cannot be gotten to market in such shape as will command a profitable price. Other years there will be an overproduction, even when weather factors are favorable. BUT ON THE WHOLE WE BELIEVE THAT STRAWBERRIES ARE THE SAFEST OF ALL FARM CROPS SO FAR AS PROFIT IS CONCERNED, FOR WHEN THE FAVORABLE FACTORS COMBINE YOUR PROFIT WILL BE GREAT ENOUGH TO MAKE UP FOR ALL THE BAD YEARS. Too, it is true that the following factors are persistently operating in favor of the commercial grower.

1. They are the first fruit available in the Spring, and people are eager for something fresh. Everywhere people are waiting for berry season.

2. Improved methods of distribution, and they are constantly being further improved, are giving berries an ever widening market. The quantity consumed will continue to increase.

One of the modern factors that has so prominently entered into the distribution of fruit is the truck. They carry all classes of it faster and farther than it has ever been moved before. Trucks have helped the sale of strawberries enormously and they will even more in the future.

3. The poor fruit is being more and more taken by the canners and "juice" factories. This relieves market congestion and helps the sale of better fruit.

4. The Pure Food Law which prescribes only pure fruit juices in all soft drinks has made and will maintain a large outlet for berries. We believe that if you will plant a moderate acreage, **and do not plant more than you can care for**, that you will be assured a fair return for your investment and labor.

For one thing labor has recently become more plentiful and dependable than for many years past. You can plant with the assurance of getting them properly worked and picked.

Many growers try to guess the markets. That is: they plant when the market outlook appears favorable and refrain from planting when in their judgment the outlook for profit seems poor. We cannot feel that this will ever prove wise. Our advice is to decide how many you wish to grow and then stick to it consistently. A wise old man we used to know had a saying that is quite full of truth. Said he: "If I do not grow a crop when it is cheap I never have it when it is high." Again we reiterate the advice given above: **don't plant more than you can care for properly, but, we would add be a consistent planter** if you are going to grow berries at all. It is, in our opinion the only road to profit. Strawberries must ever remain a highly specialized crop. Not all soils are favorable to high production. Not all growers will provide the necessary care for good results. Not all localities are favored with sufficient labor to make growing them possible, but where all favorable factors combine there is always an opportunity for profit in growing them.

GOOD TIME

J. W. Jones & Co.
Franklin, Va.

Dear Sir: We received our plants in good time and they were in very fine shape.

Very truly,

Vigo Co., Ind., April 22, 1937.
M. T. Reese



Setting plants with dibbles in our fields. If help is plentiful, as here, there is no better way.

CULTURAL DIRECTIONS

Every year we have numberless requests for information on the best method of growing strawberries. Of course, every one recognizes that this is a very difficult question to answer, as conditions vary so greatly in different localities and on different soils. Nine-tenths of all berries grown, or even more, are grown by the matted-row system; that is, to leave about all the runners on the parent plants to take root and make a wide row, leaving room enough in the alley between the rows for the convenience of the pickers.

SELECT WELL DRAINED SOIL. The fundamental element of success in growing any crop is the selection of a soil. Strawberries need a strong, well-drained location, but at the same time, the land should be as retentive of moisture as it is possible to have it. Strawberries suffer more from dry weather than from any other cause and therefore a moist soil always contributes to success. Grow cowpeas on land the previous year to planting strawberries if it is possible; where they are not practicable, sow rye in the early fall and plow under early the next spring, as strawberries need a soil full of humus. It holds the moisture and makes them grow and bear much better.

DISTANCE TO PLANT. Make your rows 4 to 4½ feet apart and set plants from 15 inches to 3 feet apart in the rows, depending on the variety. Chesapeake, making but few plants, should be spaced about 15 inches. Blakemore, a prolific plant maker, will get too thick quite often if set three feet. Big Joe, Premier, Dorsett, Fairfax and most midseason kinds will usually make a proper bed if planted 2 feet apart. Gandy, Lupton and Catskill 2 to 2½ feet. We run our furrows with a double row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list with a two-horse machine, striking down this bed nearly level of the field with a hoe or a small drag and you will be ready to set plants.

CAREFUL WITH FERTILIZER

We desire to warn our friends against the too heavy application of commercial fertilizers to young Strawberry plants. It is dangerous in the extreme. Many plants have been injured and often killed outright, but 400

or 500 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. We recommend raw or dissolved bone meal as the best for strawberries.

SETTING PLANTS

There are many methods of setting the plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed, and to pack the dirt firmly around the roots. This done there is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured. One other bit of advice: remove all blossoms from the young plants. It will pay well in increased health and vigor.

FALL PLOWING FOR GRUB WORMS

One of the most destructive pests known to berry growers is the June Bug larvae, or common grub worm. Use land that has grown cultivated crops for two years previous to setting in plants, and then plow as late in the fall as possible. This hardly ever fails to control them.

DISEASES

Strawberries do not suffer from as many ailments as do most of the other fruits. Perhaps the worst of all foes are the "leaf spot" and "leaf scorch." The first is rarely very serious, but the "scorch" may be so serious as to kill the entire foliage and sometimes the plants. The accepted remedy is to spray with Bordeaux Mixture as soon as the leaves attain any size in the Spring and to repeat as often as necessary so as to keep the leaves healthy until the crop is picked.

THINNING

For best results beds should never be too thickly set with plants. It has always been observed that the plants along the edges bear the most berries and of the best size, but it has now been determined that for the largest crop each plant should have at least thirty six square inches of space, that is they should be six inches apart in all directions. Obviously it will be difficult to make such spacing exact, but in general such approximate room will be found to pay. It should be borne in mind that this must be done early so the plants will attain the larger growth the wider spacing will give them. Such attention will cost, but in the end it will pay.

STRAWBERRIES AND LIME

It has always been assumed that strawberries require an acid soil for best results. It is now definitely determined that this is no longer true, especially if the organic matter in the soil is low. A series of experiments conducted by the Virginia Truck Experiment Station show that the yield is increased five times in a soil that has the proper lime content (pH 6.2) over a soil very definitely acid (pH 4.4 to pH 4.6). Plants that were transplanted to the very acid soil did not grow well and many of them died after getting a slow start. Those that lived did not make the normal number of runners and their growth was greatly retarded. Further, those that lived and grew did not produce anywhere near a normal crop of berries the following season.

Of course in the natural limestone sections, the probabilities are that no lime will ever be needed, but those who do not live in these favored localities will be wise in having their soil tested for acidity if the planting of strawberries is contemplated. It must be borne in mind that there is the danger of over liming which also reduces the yield, for that reason we strongly suggest that our customers get in touch with their State Experiment Stations and have the soil to be planted in berries analyzed. It will be possible to apply exactly the proper amount of lime for best results. If this scientific analysis is not possible for you, Mr. M. M. Parker, State Horticulturist in charge of these

experiments suggests that any soil that does not contain enough lime to grow Red Clover successfully is too acid for berries. In fact, the only crop, in his opinion, that very definitely needs more lime in the soil than berries, is Alfalfa.

EARLY PLANTING

We should like to emphasize the great value of early setting of your plants. Even if all conditions are not favorable, we are convinced that the earlier that plants are gotten in the ground the better the chances of success. For one thing the earliest plants set by the parent plant, (if not too crowded by later growth) will always produce the best and largest fruit. The best thing to do is to get the early plants well rooted and then consistently keep the later runners off. This involves a considerable outlay of labor, but the day of shiftless cultivation of any crop has passed. Those who use down to date methods will show profits when failure marks the effort of the grower who is not willing to expend time and energy on his plantings.

MISTAKES YOU CAN MAKE

Of course we want to sell you your berry plants for this year. That is why we are sending you this little booklet, but really we are genuinely interested in your success, for the success of our customers is the basis of any success we may possibly achieve. May we point out that you can make a mistake:—

1. By paying more than good true-to name and carefully packed plants are really worth. If you do not send us your order: you may pay more but you cannot buy better.
2. By failure to get your plants in time to set early, for an early planting is a big start on the road to success. Order early and have them shipped as early as there is a reasonable prospect of using them. The way ours are packed they will keep, if placed where it is cool and damp, for several days after arrival.
3. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.
4. By failure to get stock true-to name. You want what you buy. We use our utmost endeavor to safeguard our customers in this respect, and believe that 99 percent of all that we have ever shipped was true-to-label.
5. By setting plants not grown **for** plants alone. From us you get **the** whole bed, and from a warm, sandy soil. No short broken roots.
6. By buying any except fresh dug and well packed stock. We do not store any and we do pack carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.
7. By trying to get plants below the cost of production for good true-to name stock.
8. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants have refused to grow. As a rule he has erroneously attributed this to disease in the plants, especially if they have been purchased rather than propagated by himself. Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal of berry plants to grow in these given places is due to the lack of a certain bacteria or plant food, or whether the soil contains some poison that kills the plants, is a moot question as yet, and one that number of State Experiment Stations are now at work on. We strongly suggest that if you are having trouble you have your soil tested for acidity.

Our life-long experience in growing Strawberries has taught us, however, that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soils or they refuse to grow. In order that our friends may have the benefit of our experience we propose to call attention to those kinds which will grow anywhere. You may count on Dorsett, Fairfax, Blakemore, Premier, Big Joe, and Catskill giving a good bed, if any kind in existence will.



BIG JOE

One of the best. Until the coming of Catskill, the leading midseason variety.

The Best Seven

On pages 8, 9, 10, 11, 12 and 13 of this catalog there are descriptions of what we believe to be the best varieties in existence today; Dorsett, Fairfax, Premier, Catskill, Big Joe, Chesapeake, and Blakemore.

They possess all the elements that make for success: vigor of growth, productivity, stamina at fruiting time, freedom from disease, and what is most important, the handsome appearance that always commands the highest price.

Of the seven Premier is the most popular as yet. It is early, productive and a success under all conditions of soil and climate, but Dorsett and Fairfax may replace it in our opinion.

We feel that a mistake is made when a long list of varieties is planted. Differing widely in general appearance, different varieties do not crate up well together, pickers are not satisfied to gather carefully the smaller and less productive kinds. Many of them are inferior in some particular, hence we unhesitatingly recommend these seven of tested merit and unquestioned superiority. Of course, if it has been demonstrated that for your special situation of either soil or market that other kinds are best, we will be glad to fill your order.

IN FINE SHAPE

J. W. Jones & Co.
Franklin, Va.

Highland Co., Ohio, April 26, 1937.
Dear Sirs: The strawberry plants came through in fine shape, but I find that I made a mistake in the Parcel Post rates and sent \$1.50 too much. Kindly attend to this.

Very truly,

Clarence Karnes



Plants of the Dorsett for 1938 digging. A great berry, but the plants are always small.

Dorsett In many sections it appears certain that there is even now the necessity of finding some berry to take the place of the Premier, though in many large berry growing centers Premier is still entirely satisfactory. In fact it is unequalled. Wherever Premier has been in any way a disappointment we wish to unqualifiedly recommend the Dorsett.

HEALTH OF PLANT

We have never seen any that grows more vigorously or that at the time of fruiting shows more complete freedom from disease. This advantage cannot be over emphasized.

COLOR OF FRUIT

It is a beautiful light scarlet color and takes on its color all over the berry at the same time. There are no green sides. The cap is always green, which gives to the rich color an added attractiveness.

TIME OF RIPENING

It is just a little earlier than the Premier, though the appearance of the bloom is, on the average almost a week ahead of the Premier.

PRODUCTIVENESS

There has never been any variety that will produce as many berries as the Premier when at its best, but Dorsett bears enough. We personally know of yields of 10,000 quarts per acre, and we have picked at the rate of 1500 quarts per acre at one picking.

FIRMNESS

It is not quite as firm as Fairfax or Chesapeake, but it is firmer than most any other kind except these. It will ship any distance and holds up remarkably well in the crates. Very popular with retailers.

KEEP THIN

Like many other valuable varieties it is inclined to get too thick on very fertile soils. THINNING WILL PAY in increased yield of fruit and size and appearance of the berries. We cannot too strongly urge this point, as Dorsett, unless thinned almost invariably get too thick to mature a satisfactory crop.



An excellent representation of the Fairfax strawberry.

Fairfax A VERY HANDSOME BERRY OF PROVED MERIT IS ALWAYS IN DEMAND AMONG BERRY GROWERS. THIS PLACE FAIRFAX ADMIRABLY FILLS. WHERE GROWERS HAVE FOUND CHESAPEAKE UNSATISFACTORY WE UNHESITATINGLY RECOMMEND THE FAIRFAX.

APPEARANCE

It is one of the handsomest we have ever seen as well as one of the very largest. It is perhaps true to say that there is none growing today that will average as large as the Fairfax. While the color is somewhat darker than most desirable, the gloss and beauty of the fruit compensate for that. It may be necessary to educate your customers to the fact that the dark color does not indicate decay.

FIRMNESS

Perhaps the firmest of all the kinds that are in cultivation. It will keep on the vines until it dries up. This is most unusual in a berry of such size.

SELLING POWER

In all markets that we know anything about it has always outsold all competitors. In a year when the demand is good this may not be deeply significant, but in a season of over production IT MAY MEAN THE DIFFERENCE BETWEEN PROFIT AND LOSS.

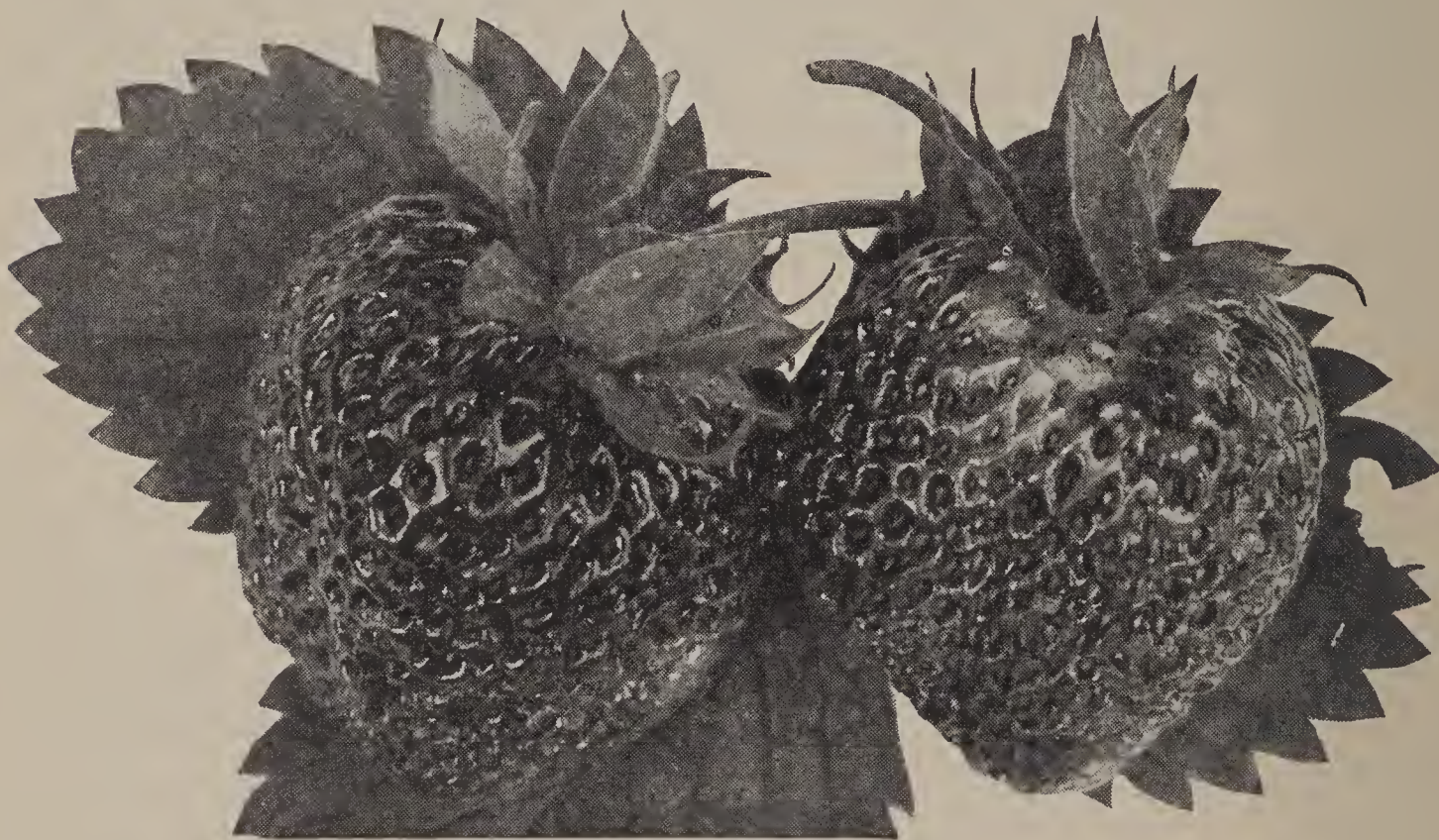
NO THINNING NECESSARY

Fairfax will not get too thick when permitted to make the full quota of plants natural to it. For this reason the plants are very large.

It ripens with the Premier and is according to our honest opinion the very best fancy berry now in cultivation.

Big Joe One of the very best of the perfect blooming kinds. In size it is the equal of anything we have ever seen, taking the entire crop right through, as the last berries are almost as large as the first, and this in spite of the fact that it bears very heavily. It ripens midseason, comes on rapidly and ripens all over at once, making it easy to pick. The shipping quality is good. It is not so firm as Blakemore or Fairfax, but it has shipped well for a number of years and has brought high prices. We have known of instances where a whole crop of Big Joe brought the highest prices of any variety being loaded. We especially recommend it for the garden on account of its handsome appearance and excellent quality.

It is also a particularly strong and vigorous grower, the equal of any. We feel sure that you will find that it meets every possible requirement of the market berry grower, and has a perfect bloom, so that it does not need a pollinizer. Has been popular a long time and will be for many years to come. A very dependable berry, but it is not as productive or as handsome as Catskill.



CHESAPEAKE

Chesapeake Ripens a little earlier than Gandy, but holds out about twice as long, and in most localities is vastly more productive, though Gandy may occasionally, with ideal soil, bear quite as many berries as Chesapeake. The great superiority that it has over nearly all others is its remarkable selling qualities, for we have positively known of sales where it brought twice as much per quart as other standard varieties of its season. It may be that there will be an overproduction of poor berries, but we doubt if there will ever be too many of such high quality and handsome berries as Chesapeake. Its only weakness is a difficulty in getting a bed of the plants. If you can grow it plant it. A handsome profit is reasonably sure, particularly in the Middle Atlantic and New England States.



A field of Premier for this years digging. This is on farm No. 1. Strong crowns and plenty of roots here.

Premier Of all berries ever introduced Premier has been more nearly ideal than any we have ever grown. Before the introduction of Dorsett and Fairfax it was beyond all question the best early variety ever offered the American public. For several years now in spite of manifold adverse conditions it has produced enormous crops. In other years when other kinds were failing on account of lack of moisture Premier was still on the job. It is a good grower, making plenty of stocky, heavily rooted plants, but not inclined to get too thick, you always have a bed that is just about right. It is tremendously productive of good sized berries, and no matter how many kinds there are in the market Premier always brings a good price if there is not too much rain at the picking season. It does not matter where you may live we can recommend Premier, as reports from all sections agree in placing it at the head of the list. The weakness it has is a failure to ship well when there is heavy rain during the ripening season, but if it is fairly dry and cool Premier is one of the best ever grown.

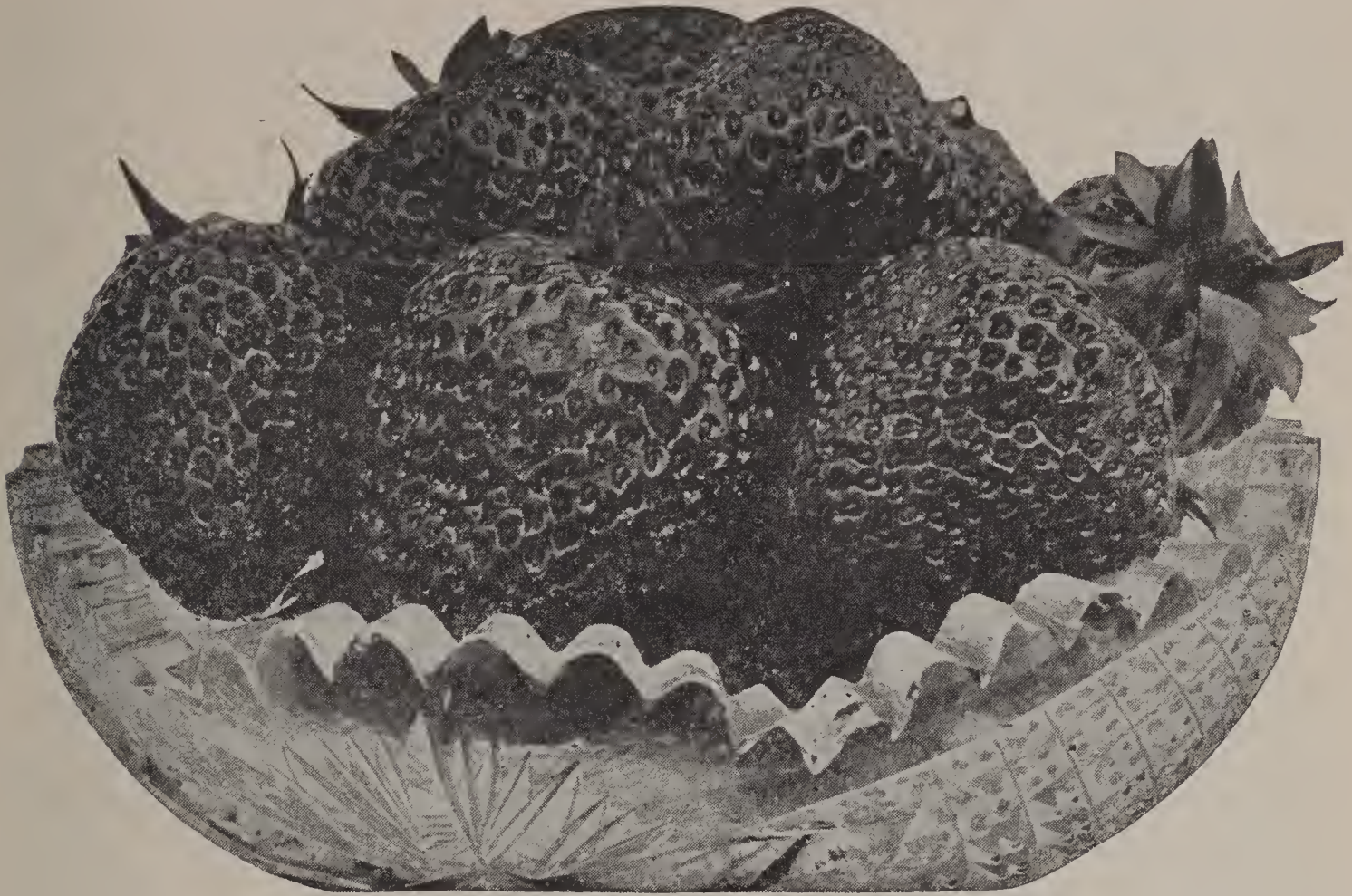
TO ASSURE SUCCESS IN GROWING STRAWBERRIES, OBSERVE:

1. Select your varieties wisely. Picked to suit your needs in soil and market conditions.
2. Get healthy, vigorous, and TRUE TO NAME plants.
3. Be sure to set them as early as you possibly can. Too much emphasis cannot be laid on this point. It may mark the difference between success and failure.
4. Do not apply too much commercial fertilizer. 400 pounds is ample, and that should be thoroughly mixed with the soil.
5. Do not let your beds get too thickly matted. Nothing pays better than thinning.
6. Grade your fruit, putting only good quality on the market.



BLAKEMORE

Blakemore One cannot be too positive in recommending a new variety of fruit, especially of one so full of vagaries as the strawberry, but we believe that Blakemore is a good one. For one thing it has the unqualified endorsement of the U. S. Department of Agriculture. It would seem that they cannot be wrong very far, since they have "no axe to grind" in the matter. It is early, good size, good color, and of **very fine general appearance**. Perhaps its greatest bid to popularity is the fact that it is one of the most firm and long keeping berries that we have ever seen. It may be left on the vines two or three days after ripening and will still be in good shipping shape. Retail merchants like it because if unsold one day it is still good the next. **It is sure to be popular in all markets.** It does not bear as prolifically as Premier and some others, but it is wonderfully vigorous in growth. We believe it is destined to establish a permanent place among the leaders in strawberries. If all other kinds have failed to do well for you try Blakemore. It will succeed in all sections south of Parallel 40. North of this general section we would recommend only a trial plot. Since its introduction there has appeared among the beds of Blakemore a certain percentage of **very light colored plants**. Whether this is to become serious or not has placed a question mark after Blakemore. Attempts are being made to find a strain free from the tendency. This year ours are entirely free from it, but we can give no assurance that they will remain so. We hope they do. It is a great berry.



A good representation of Catskill Strawberries.

Catskill Recommended as superior to the justly famous Big Joe, since it is slightly later than the Dorsett, Fairfax and Premier. It comes from the New York Experiment Station and in the Maryland berry producing section it has made a really wonderful record.

The plants are extraordinarily vigorous and deep rooted and of large size. The berries are among the very largest grown, have a very glossy color and heavy green cap., which combine to give them a very showy appearance. When placed on the market it is almost sure to outsell all competitors on account of size and appearance, since Dorsett and Premier will be somewhat run down by the time it is ready to pick. The most remarkable feature of it is the tremendous crop which it produces. Many keen observers give it a 25% margin over the Big Joe.

If you are interested in a berry to ripen just after Premier and Dorsett we unhesitatingly recommend the Catskill. It appears to be sure to become the leading variety of its season.

General List of Varieties

AROMA. It ripens with the regular midseason kinds, such as Big Joe and Catskill. It is every bit as good a seller as the best, being quite as large, firm and handsome as any we know. We do not know of any kind that holds up better on dry, thin soils than Aroma. It is also a good grower in nearly every locality, on all kinds and conditions of soils, for while the plants are not as large as many others, for toughness and vigor it has no superior. But the biggest thing in its favor is its selling qualities. On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over production means a lot. Certainly no grower can make a mistake in planting Aroma, if you wish a handsome berry of proved merit, for one peculiar characteristic of it, is the fact that it seems to improve with passing time. It does better for us now than it did twenty years ago, and we have the largest stock of the best plants of it that we have ever had in the last decade.



A cluster of Aberdeen Strawberries. Bears a tremendous crop.

ABERDEEN. This is a variety that is making its way very rapidly without the help of extensive advertising, which is a sure indication of its intrinsic worth. Perhaps it is being more widely planted in New Jersey and Pennsylvania than any of the newer varieties. It is not recommended for distant shipment, but for near market is surely one of the best. The fruit is medium to large, of conical shape, dark red, and of most excellent quality. It is an especially strong and vigorous grower, will bring up a crop under the most trying conditions. Is very soft in rainy weather.

BELLMAR. On good soil the berries are large, color bright red, similar to Premier but not as dark as Missionary, they have a very large green calyx. They are firmer than Premier and not acid. They rank high in dessert quality. For the home garden or wayside market it is one of the best.

EQUAL TO ANY

J. W. Jones & Son,
Franklin, Va.

Ohio.

March 4, 1937.

Dear Sirs: For many years I have bought plants of _____ and _____. A friend, Mr. Edwin Lauer came in one day as I was ordering and gave me one of your catalogues. Said your plants were just as good as any that can be bought anywhere, as he had bought from both the firms that I had been dealing with. So I am sending you my order this year.

Yours,
Henry Stanley



Gandy: the best late.

BIG LATE. This is one of the **best growers**; makes a heavy bed of large stocky plants, with long fibrous roots that go down for the moisture; and with a light color somewhat resembling Haverland. It is very nearly **perfectly rust proof**; making it valuable during a wet season. The berries average fair in size; are a **bright glossy red** with prominent seeds. It has a **full green cap** that adds to its attractiveness when crated. It is medium late and therefore cannot take the place of Gandy if you want a very late kind. **Has an imperfect blossom.** Use Lupton, Big Joe or Fairfax in ratio of one to four for pollenization. We do not recommend it except for a few favorable localities.

GANDY. For forty years one of the leading late kinds and by some still considered the best. The only trouble is, that on dry soils or in a very dry season it cannot be depended on to bear well. Of extraordinary shipping and selling qualities, it is still the leading market berry for late in some berry producing centers. A free plant maker and good grower generally, yet sometimes failing in vigor. Its remarkable firmness makes it keep on the vines longer than almost any kind we know, and it never fails to bring the price. For late it is good. Many kinds have challenged its supremacy but none as yet altogether dislodged it. Must be planted on moist, rich soil.

ON TIME

J. W. Jones & Co.

Franklin Va.

Fayette Co., Ky., April 10, 1937.

Gentlemen: The plants came in due time and are now growing nicely. My son ordered from another party and we have not received any plants yet. I am sending you another order for 1000 Chesapeake, which I hope you can send right away, as I am anxious to get them set, since they are in the same patch. Hoping I can get these as promptly as the others, I am,

Yours truly,

W. C. Karsner

IMPROVED HEFLIN. Grows with great vigor on any type of soil and will always set a full crop regardless of whether the land on which it is grown is rich or poor. In fact we have never seen any that does so well on thin soils as it does. At the same time it responds recklessly to good treatment. Its weaknesses are its lack of firmness and tendency to grow too thick, and to suffer frost damage. It is not popular for shipment. In a few localities no other kind equals Heflin for profit, as it is the earliest variety in existence, being four or five days earlier than Premier, and setting a large part of its enormous crop to ripen the first of the season.



A Basket of Lupton Strawberries.

KLONDYKE. Found valuable, not for the quantity of fruit it produces but from the fact that what it bears is of such fine appearance and shipping quality that will command the top of the market. It has a strong, staminate blossom which makes it satisfactory as a pollenizer. It is not tremendously productive, but bears a very fair crop, and the berries are remarkably uniform in size, shape and appearance, and of extra fine quality. It begins to ripen about three days after the earliest kinds and continues in bearing through a long season. One of the most vigorous growers on the list.

LUPTON. To the man who wishes to grow really fancy berries we suggest the Lupton. It is a perfect flowering kind and is suitable for pollenization purposes if needed, ripening early midseason. It is not a rampant plant-maker, but has never failed to make a good bed for us and the plants are heavily rooted. We do not advise that it be planted on any but a good, rich soil, and even then that should be amply fertilized for best results. Not nearly so popular as a few years ago. Not recommended for general planting. Does well in a few localities.

MISSIONARY. Grown almost exclusively in the South, where it still continues one of the most popular varieties. It is early, productive, a good vigorous grower and is very popular in the markets, on account of its remarkable keeping qualities. Probably the very best for canning that is grown.

KNOW THEY ARE GOOD

J. W. Jones & Son,
Franklin, Va.

Jefferson Co., Ky., April 6, 1937

Gentlemen: I am sending you my order for plants. Please forward as soon as you can. I am an old customer and know that your plants are good.

Very truly,

Clyde McMahan



A very good representation of the Gem.

Gem We have been selling the everbearers now for more than a quarter of a century, beginning with the old Progressive, but until this year we have not felt that we could conscientiously recommend any that we have seen. We do, however, feel that we can sincerely give endorsement to the Gem. It has been true that a berry that will give us some good fruit in the off season is very desirable, perhaps the demand for such a berry is even greater now, since there are so many local market sales. To supply this need there has been a persistent effort to find a variety that would combine hardiness and vigor of plant with the production of at least a fair crop of berries. We have met with one disappointment after another. If they bore they would not grow and if they grew they would not bear, so that we have always withheld our hearty approval from any that we have seen up to now.

As indicated above we believe that the Gem has fine possibilities. In the first place it has always grown well for us. The plants are rather small it is true, but they possess vigor and stamina to a remarkable degree. If you can grow any kind we believe that you can Gem. We may suggest that, if the weather is especially hot and dry during midsummer that it is wise to cut the bloom from them so as to give full vigor to the Fall crop. Also we should strongly suggest that they be planted **only on a moist rich soil**, assuming, of course, that you will wish to get a maximum crop of fruit from your beds.

The fruit is of the very finest flavor, being in this respect superior to most of the Spring kinds. The color is bright and the texture firm and glossy. **In size they are very fair.** In fact it may be said that the size will be good whenever there is sufficient moisture to give them a fair chance.

The foliage is remarkably free from rust attack and this naturally gives a nice green cap to the fruit, adding to the fine appearance already referred to.

There is always the possibility of being disappointed in any berry variety selection, since their behavior can not always be accurately predicted, but we believe that if you are interested in an everbearer, you are wise to try Gem. For us it is the best yet.



CHAMPION. So far as we have been able to observe this is nothing but the old **Progressive** renamed. Some years we have felt that we could detect some difference, only to find that the next year would confirm our opinion that they were identical with **Progressive**. We grow them separately and if you prefer the **Champion** shall be most happy to have your order for them.

MASTODON. As previously noted this looked like a real winner for a few years after its introduction, but it has developed the unfortunate tendency to "stool up;" that is to say, the young plants set in spring will not make many runners, so that it is difficult to secure a sufficient number of plants to produce any kind of crop. The berries are of a fine size and appearance and are fairly firm, and, in a season that is cool and when there is sufficient, but not too much rain, a very fair crop of nice berries may be looked for. This year we have the best beds we have ever grown.

PROGRESSIVE. We consider this good for general purpose, for the reason that it will bear on the current year plants. That is to say, the runners that take root in June and July will produce berries in August and September. If you want earlier berries, it is best to set the plants about 12 inches apart and keep all runners off them. By this method you will secure better berries, but fewer of them. The usual method of growing them is by the "matted row" system; that is leaving all runners to take root. The quality of the fruit is fine, but they are usually small and are inclined to be soft, so that they have no shipping value of consequence.

ALL LIVING

Franklin, Va. Franklin Co. Ohio, April 22, 1937.
Gentlemen: Am sorry that you have not heard from me before this, but I have only gotten in from Florida this morning with a truck load of tomato plants. The 10,000 plants were in fine shape. I do not think we lost a single plant.

Respectfully yours,

C. T. Richards



Packed Right.

We have always believed that our system of packing plants provided the very highest maximum of safety in transportation, and that the plants themselves had the stamina to stand long distance movement. The illustration above is from a photograph of five hundred plants that traveled all the way to Kirkwood, Missouri and back again before being set in our fields. Mr. H. T. Bast of Kirkwood, Mo. sent us an order on the 26th of March in which there was included 500 Big Late. Instead of the Big Late he was shipped 500 Gandy plants. This did not suit him and very properly he asked for his money back, but he also packed the plants up and returned them to us. They laid in the crate in our packing house for three days and since they continued to look fresh we decided to plant them. It having been more than ten days since they had left here. The result is indicated by the cut. The row in the center of the picture and the one immediately to the right are from the Gandy which had journeyed to Missouri and back. To the right of these two rows planted by the 500 plants are additional Gandy that were fresh dug at the time of setting. If there is any difference we cannot see it. These plants that had traveled about 2000 miles and had been held at many transfer points started promptly and have grown with vigor ever since. It does not matter how far from Franklin you may live we wish to assure you that we can ship you plants that will arrive in the very best condition.

We feel that we are entitled to claim that our plants are good and that our packing is carefully done, so as to insure the very highest degree of safety while they are on the "road."

Jones plants are "grown right; priced right, packed right."

FOR THIRTY YEARS

J. W. Jones & Son,
Franklin, Va. Berkshire Co., Mass.
Gentlemen: May 19th, 1937.

My order of Premier came thru in fine shape and very promptly. I have been buying plants from you every year for more than thirty years. I have always found your plants as represented and your business methods very satisfactory.

Thanking you, I am, Very truly,
G. G. Walker.

LOVELY PLANTS

J. W. Jones & Co.
Franklin, Va. Preble Co., Ohio
Dear Sirs: May 14th, 1937.

The six thousand plants which I ordered shipped to Richmond, Kentucky were lovely plants in every respect. We have them planted and they are doing fine.

You will find enclosed another order with the amount enclosed to cover the cost of same,
Yours truly,
C. C. Snowden.

\$2000.00 FROM 20,000 PLANTS

J. W. Jones & Co.
Franklin, Va.

Jefferson Co., Ky., October 15th, 1937.

Dear Sirs: I wish to express my appreciation for the fine plants I purchased from you in the Spring of 1936 and also this last Spring. In 1936 my order was for 19000 Premier and 1000 Fairfax. I also set 6000 home grown Aroma. Of this planting I realized \$2000.00 net. But the home grown Aroma did no good at all, not picking over 5 crates. Fairfax did exceptionally well.

This Spring's planting was 18000 Premier and 2000 Chesapeake. Hardly lost a plant last year or this, and the young field looks as well as the old one did at this date last year. Old field cleaned and cultivated and looks good for another big crop next season.

Very truly yours,

Charles Zeigler

SECOND ORDER

J. W. Jones & Co.
Franklin, Va.

Madison Co. Ky., April 5, 1937

Sirs: This is my second order so I am ordering 3000 Dorsett at the 5000 rate. Hope this is O. K. My other plants came today in fine condition. Thanks for promptness. Please send these as soon as you can.

Truly yours,

Claude McMain

TOLD NEIGHBOR

J. W. Jones & Co.
Franklin Va.

Highland Co., Conn., April 22, 1937.

Gentlemen: Plants arrived in good shape and much better than other plants I saw. I was disappointed in not getting the Aberdeen, as could have gotten all I wanted from my brother. I have ordered them from I told my neighbor, Mr. Thos. Wall that your plants were O. K. and he ordered 2000.

Yours truly,

Geo. L. Cass

SURVIVED DROUTH

J. W. Jones & Co.
Franklin, Va.

Amelia Co., Va., March 8, 1937.

Dear Sirs: Please do not fail to give us young plants. It was so dry last summer that we failed entirely in new set beds, except the plants we bought of you. Some of them lived and made nearly enough plants to fill in the spaces.

Respectfully,

S. T. Habel & Sons

NICE CONDITION

J. W. Jones & Co.
Franklin, Va.

Stark Co., Ohio, April 19, 1937.

Gentlemen: I have all my plants set and they reached here in fine condition, but I need about 1500 more of the Premier to finish out my field. Please send them at once.

Yours truly,

Edward Mohler

ALWAYS PLEASED

J. W. Jones & Co.
Franklin, Va.

Clarion Co., Pa., February 25, 1937.

Dear Sir: I am enclosing an order for 1000 each of the Gem and the Mastodon. We are always well pleased with strawberry plants from J. W. Jones & Son.

Truly yours,

Mrs. Ernest Auge

FRANKLIN, VIRGINIA.

Answer: Yes No.

Price List of Strawberry Plants

BY EXPRESS, RECEIVER TO PAY CHARGES
Express is by far the best and cheapest way to ship plants.

| Extra Early Variety | 25 | 100 | 500 | 1,000 | 5,000 | 10,000 |
|-----------------------|--------|--------|--------|--------|---------|--------|
| Improved Heflin | \$0.20 | \$0.40 | \$1.25 | \$2.50 | \$11.00 | |

Early Varieties

| | | | | | | |
|------------------|-----|-----|------|------|-------|-------|
| BLAKEMORE | .20 | .40 | 1.40 | 2.75 | 13.00 | 25.00 |
| Bellmar | .20 | .40 | 1.65 | 3.25 | 15.00 | 30.00 |
| DORSETT | .20 | .45 | 1.65 | 3.25 | 15.50 | 30.00 |
| FAIRFAX | .20 | .45 | 1.95 | 3.50 | 16.50 | 32.50 |
| Klondyke | .20 | .40 | 1.25 | 2.50 | 11.00 | |
| Missionary | .20 | .40 | 1.50 | 3.00 | 14.00 | 27.00 |
| PREMIER | .20 | .40 | 1.50 | 3.00 | 14.00 | 27.00 |

Midseason Varieties

| | | | | | | |
|----------------|-----|-----|------|------|-------|-------|
| Aberdeen | .20 | .40 | 1.75 | 3.25 | 15.50 | 30.00 |
| BIG JOE | .20 | .40 | 1.50 | 3.00 | 14.00 | 27.00 |
| CATSKILL | .20 | .45 | 1.75 | 3.50 | 16.50 | 32.50 |

Late Varieties

| | | | | | | |
|----------------------------|-----|-----|------|------|-------|-------|
| AROMA | .20 | .40 | 1.40 | 2.75 | 13.00 | 25.00 |
| Big Late (Imperfect) | .20 | .40 | 1.65 | 3.25 | 15.00 | |
| CHESAPEAKE | .20 | .45 | 1.75 | 3.50 | 16.50 | 32.50 |
| GANDY | .20 | .40 | 1.65 | 3.25 | 15.00 | 29.00 |
| LUPTON | .20 | .40 | 1.65 | 3.25 | 15.00 | 29.00 |

Everbearing Varieties

| | | | | | | |
|-------------------|-----|-----|------|------|-------|-------|
| CHAMPION | .25 | .60 | 2.50 | 5.00 | 23.75 | 45.00 |
| GEM | .25 | .60 | 2.50 | 5.00 | 23.75 | 45.00 |
| MASTODON | .25 | .60 | 2.50 | 5.00 | 23.75 | 45.00 |
| Progressive | .25 | .60 | 2.50 | 5.00 | 23.75 | 45.00 |

C. O. D. POSTAGE. We are using a new system for postage on plants. Instead of including the amount for same with your order, just send the amount for the plants and we will place a C. O. D. tag on shipment for the cost of the mailing. This will cost 12c additional, as the Post Office Department makes a charge of that sum for the Money Order and return of it to us. It is so very difficult to correctly estimate the exact postage that we feel that this will be better than asking our customers to remit same with the purchase price of the plants at the time of ordering.

Parcel Post. This is generally cheapest for very small shipments up to the 6th Zone; and for larger shipments where the distance is not greater than 300 miles it is fairly satisfactory. For distances greater the mailing cost is very high.

Below is a table of approximate rates for each zone.

| Zone | Miles | 50 | 100 | 200 | 300 | 500 | 1,000 |
|-------------|-------------------|--------|--------|--------|--------|--------|--------|
| 1st and 2nd | 0 to 150 | \$0.09 | \$0.11 | \$0.13 | \$0.16 | \$0.22 | \$0.37 |
| 3rd | 150 to 300 | .12 | .13 | .17 | .23 | .29 | .57 |
| 4th | 300 to 600 | .16 | .17 | .24 | .35 | .45 | .95 |
| 5th | 600 to 1000 | .21 | .22 | .33 | .50 | .70 | 1.35 |

If your order totals 5000 to 10000 plants it will be accepted at the 5000 price rate, if 10,000 or more at the 10,000 rate, provided not less than 1000 of any one variety is orderd. Less than 1000 must be at the 100 or 500 price rate.



Jones' 1938 Catalog of
SELECT STRAWBERRY PLANTS

===== Grown by =====

J. W. JONES & SON
FRANKLIN, VIRGINIA